EUROPASS SUPPLEMENT TO THE DIPLOMA OF TÉCNICO SUPERIOR DE ARTES PLÁSTICAS Y DISEÑO (HIGHER EDUCATION IN PLASTIC ARTS AND DESIGN)

TÉCNICO SUPERIOR DE ARTES PLÁSTICAS Y DISEÑO EN ILUSTRACIÓN (DIPLOMA OF HIGHER EDUCATION IN PLASTIC ARTS AND DESIGN IN ILLUSTRATION)

DIPLOMA DESCRIPTION

The holder has acquired General Skills relating to:

Creating an original work of illustration that has formal and functional quality, from whether one's own project or a specific professional assignment. Planning the execution of the project by defining the most appropriate expressive, formal, functional, aesthetic and technical resources. Developing the different phases of the project and the corresponding quality controls in order to obtain an end product that meets the graphic, communicative and expressive objectives that are expected in the professional world.

Within this framework, each PROFESSIONAL MODULE includes the following LEARNING RESULTS that the holder acquires:

"*Fundamentos de la representación y la expresión visual*" (fundamentals of visual representation and expression)

The title holder:

- Analyses the elements that make up the representation of space in a two-dimensional medium and the interrelationships that are established between them.
- Correctly uses elements and techniques of plastic and visual language to represent images graphically.
- Adapts the graphic representation to the communicational objectives of the message.
- Understands the fundamentals and the theory of colour, its importance in artistic-plastic creative processes and uses them in a creative way to represent images graphically.
- Analyses the colour and other elements of plastic and visual language found in different two- and three-dimensional images.
- Exercises the capacity to invent, devise and develop aesthetic and creative sensitivity.

"*Teoría de la imagen*" (the theory of image)

The title holder:

- Identifies, evaluates and interprets images applying different analysis models.

- Understands the theoretical principles of visual perception.

- Interprets the meaningful codes of an image.

- Identifies and evaluates the expressive function of an image in its context.

- Identifies and analyses communication strategies in an image.

- Understands the different production areas and scenarios of fixed and moving images.

"*Medios informáticos*" *(IT media)*

The title holder:

- Analyses the evolution of IT media in today's society and the presence of new technologies for capturing and editing images.

- Understands IT fundamentals, the relationship between hardware and software and their characteristics and functions.

- Understands and applies the fundamental concepts of digital vectorial images and bitmap images, the treatment of digital typography, colour systems and the right formats for each requirement.

- Digitalizes images, stores them and converts them to appropriate formats.

- Understands and uses applications found in specific IT design programmes.

- Uses IT media as instruments for devising, managing and communicating his or her own work.

"*Fotografía*" *(photography)*

The title holder:

- Understands and masters photographic technique and technology.

- Understands photographic language, its dimensions and particularities.

- Uses photography in his or her own projects within the context of the speciality.

- Knows how to handle photographic images suitable for projects involving illustration.

"*Historia de la ilustración*" *(the history of illustration)*

The title holder:

- Understands the language and the particularities of graphic images in relation to other forms of visual communication.

- Knows the genesis and the technical and formal evolution of the graphic image, in relation to other manifestations of visual culture.

- Understands the historical, technical and formal evolution of Illustration and identifies the authors and the most representative works through the ages.

- Analyses illustrations in their artistic, communicational and expressive dimensions.

- Identifies and assesses the principle works and authors of illustrations today.

"*Dibujo aplicado a la ilustración*" (drawing applied to illustration)

The title holder:

- Uses the methodology and the different materials and drawing techniques as the basic tools with which to analyse shapes, the search for and the formal definition of images and the graphic communication of ideas.
- Graphically represent shapes and ideas in his or her surroundings.
- Graphically represents and interprets human and animal figures and the expressiveness of their faces and bodies.
- Resolves by means of a drawing, questions and concepts of shape, volume, space, light and movement in reference to case studies within the speciality.
- Develops memory capacity and visual retention.
- Applies knowledge gained from the subject when graphically resolving illustrations.
- Analyses and assesses the expressive capacity of strokework and incorporates it into his or her own work.
- Develops his or her own style.
- Proposes and executes creative graphic solutions with which to undertake illustration case studies.
- Identifies the expressive resources used by important painters, drawers and illustrators and critically assesses their creations in the light of the knowledge that is obtained from the subject matter and from one's own tastes.

"*Representación espacial aplicada*" (applied spatial representation)

The title holder:

- Uses the methods, procedures, conventions and graphic techniques that are specific to technical drawing when searching for and when formally defining illustrations and in the graphic communication of ideas.
- Solves problems inherent in the spatial representation of images both from their surroundings and of their own invention, using the appropriate system of representation.
- Resolves freehand problems of spatial representation in illustration case studies.
- Knows the technical drawing resources that are used in works of graphic and pictorial art, and analyses them in relation to artistic-plastic language.
- Assesses two-dimensional space as a dynamic and expressive element in graphic representation.
- Assesses technical drawing as a basic tool in the formal and structural study of sensitive reality, in transmitting information and in devising and creating images.

"*Técnicas de expresión gráfica*" (techniques of graphic expression)

The title holder:

- Differentiates the procedures and knows how to use the principal techniques of graphic

expression and their tools, instruments and materials.

- Selects and knows how to apply graphic techniques that best suit the thematic, stylistic and communicative particularities of the assignment.

- Experiments with the expressive possibilities of the different techniques in accordance with their stylistic and artistic preferences and incorporates them into their own personal style.

- Analyses and appreciates the techniques and styles of important illustrators from different eras and evaluates how they might be applied to their own creative style.

- Develops his or her own graphic communication capacity, creativity and eloquence.

- Assesses how relevant it is for the professional, competitive illustrator to be continually updating and training him- or herself, and how important the quality of the utensils and materials is in the professional world, together with their preservation and maintenance, and the organisation of the workplace.

"*Producción gráfica industrial*" (industrial graphic production)

The title holder:

- Analyses and differentiates between different types of originals taking into account the processes and factors that intervene in the reproduction.
- Correctly sets up press-ready files.
- Understands and evaluates the variables of a print run.
- Defines and differentiates between the different types of industrial printing and their idiosyncrasies.

- Interprets the characteristics of graphic projects, chooses the most suitable printing system and prepares originals and files for subsequent reproduction.

- Knows how to choose the ideal graphic media for a specific project.
- Optimizes the elements that intervene in the reproduction phase of a graphic project.
- Evaluates the presence of new technologies in industrial graphic production.

"*Técnicas gráficas tradicionales*" (traditional graphic techniques)

The title holder:

- Understands and differentiates between engraving and stamping techniques. Identifies the unique procedures inherent to each technique, image transfer in printing processes and the materials, tools, instruments and machinery that are used in such processes and how to use and maintain them.

- Assesses stamping techniques as forms of artistic expression and as a way to generate different types of images, and uses them to create illustrations.

- Explores the expressive and artistic possibilities of the different engraving techniques and uses them as a technical resource in illustration case studies.

- Keeps the workshop, the materials, the machinery and the installations in line with the health and safety and the environmental protection requirements.

- Assesses the importance of using non-toxic materials and procedures and prioritises their use.

- Develops his or her capacity for personal aesthetic enjoyment, sensitivity, inventiveness and expressivity.

"Formación y Orientación Laboral" (training and career guidance)

- Analyses and interprets the legal working framework and knows the rights and obligations that derive from labour relations.
- Understands the legal requirements and conditioning factors for organizing and running a small or medium-size company, taking into account production, legal, mercantile and social - occupational factors.
- Identifies the different ways by which to enter the labour market and lifelong training, and knows the institutional bodies, both national and community, that are dedicated to this end.
- Understands and applies occupational health and safety standards and becomes aware of the need to protect the environment, as factors that determine the quality of life.

"Prácticas en empresas, estudios o talleres" (practical training in companies, studios or workshops)

The title holder:
- Knows the day-to-day working routines of an illustration company, agency, publishing house or studio.
- Carries out the professional tasks that correspond to his or her level of training.
- Enters into contact with the working world and the company's social, working and technical systems.
- Contrasts the knowledge, training and skills acquired in the educational centre with the illustration industry's corporate and working reality.
- Incorporates into their training knowledge relating to the work environment in the field of illustration, the market situation and market relationships, artistic and cultural tendencies, how work is organised and coordinated, corporate management, social - occupational relationships within the company, etc., all of which is needed when setting out on a career.
- Acquires technical knowledge of specialized tools, instruments, materials and machinery.
- Actively participates in the illustration production and editing phases under the guidance of the corresponding tutor or coordinator.
- Applies the knowledge, skills and abilities acquired during the theoretical and practical training period provided by the educational centre.

THIS DIPLOMA OPENS DOORS TO THE FOLLOWING JOBS

The Holder of a Diploma of Higher Education in Plastic Arts and Design in Illustration carries out his or her activity as a self-employed professional who creates illustrations of different genres and in different fields, that express ideas or concepts and that are intended for publication. He or she works professionally as a drawer and as a specialist within a company or an institution. He or she collaborates with other professionals in conceiving, interpreting and creating illustrations using different artistic techniques and styles.

The following are the most relevant occupations and jobs:

- Specialist illustrator/drawer working in visual communication teams, graphic design, publicity and audiovisual media.
- Production of illustrations and the organisation and supervision of production.
- Creation and/or production of original illustrations for different areas: science, technical companies, architecture, interior design, fashion, publicity, graphic design, products, publishing companies, press.
- Creation and/or production of projects involving interactive and pop-up books in three dimensions.
- Analysis of proposals and production of the search for documents and graphics for the various areas of illustration projects.
- Production and management of cultural, educational and informative activities related to Illustration.

DIPLOMA ISSUANCE, ACCREDITATION AND LEVEL

Body that issues the Diploma in the name of the King: The Ministerio de Educación, Cultura y Deporte (the Ministry of Education, Culture and Sport) or the autonomous communities in the area of their own administrative responsibility. The degree has academic and professional effects that are valid throughout the entire State.

Official duration of the Diploma: 2,000 hours.

Level of the Diploma (national or international).

- NATIONAL: Non-university higher education.
- INTERNATIONAL:
  - Level 5b of the International Standard Classification of Education (ISCED5b).
  - Level 5 of the European Qualifications Framework (EQF5).

Access requirements: Bachelor's Degree or Certificate of having passed the corresponding access test and the specific access test.

Access to the next level of education or training: Access may be gained to any University course and to Higher Artistic Education.

Legal basis. Rules and regulations on which the Diploma is based:

Royal Decree 1433/2012, of 11 October, which establishes the Diploma of Higher Education in Plastic Arts and Design in Illustration which belongs to the professional artistic family of Graphic and Audiovisual Communication and approves the corresponding minimum education requirements.

Explanatory note: This document is intended as supplementary information to the Diploma in question, but on its own it does not have any legal validity.

<h3 style="text-align:center; color:blue">TRAINING FOR THE OFFICIALLY RECOGNIZED DIPLOMA</h3>

PROFESSIONAL MODULES OF THE DIPLOMA ESTABLISHED IN THE ROYAL DECREE	ECTS CREDITS
Fundamentals of visual representation and expression	5
The theory of image	3
IT media	5
Photography	3
The history of Illustration	3
Drawing applied to illustration	5
Applied spatial representation	5
Techniques of graphic expression	5
Industrial graphic production	3
Traditional graphic techniques	3
Illustration projects	13
Integrated project	7
Training and career guidance	3
Practical training in companies, studios or workshops	3
	TOTAL CREDITS
TOTAL MINIMUM EDUCATION REQUIREMENTS	*120*
OFFICIAL DURATION OF THE DIPLOMA	*2,000*

* The minimum education requirements reflected in the above table constitute 55% of the total duration of the Diploma; they are of an official nature and are valid throughout the national territory. The remaining 45% is specific to each Autonomous Community and may be reflected in **Annex I** of this supplement.

INFORMATION ABOUT THE EDUCATION SYSTEM

Higher Education

Secondary Education

Higher Artistic Education

LABOUR MARKET

Post-graduate Degree
Degree
University Education

Diploma of Higher Education	Diploma of Higher Education	Diploma of Higher Education
Diploma of Higher Education in Plastic Arts and Design	Upper-level Vocational Training Cycles	Diploma of Higher Education in Sport

Bachelor's Degree
Baccalaureate

Associate Degree	Associate Degree	Associate Degree
Diploma of Education in Plastic Arts and Design	Intermediate-level Vocational Training Cycles	Diploma of Education in Sport

Secondary Education Certificate
Secondary Education

Voluntary Modules
Compulsory Professional Modules

* P.I.P.Q. (P.C.P.I. in Spanish)

Primary Education

Infant Education

* Programmes of Initial Professional Qualification

■ Access test with no academic requirements

● Specific access test

▲ Direct access